

Save Our Water Launches “Stepping Up” TV Commercial: California’s New Approach to Water Conservation

<https://vimeo.com/139384467>

[*Save Our Water*](#) – California’s official statewide conservation education program – has released its second television commercial aimed at encouraging Californians to keep saving water as the state moves into fall. The commercial, called [“Stepping Up.”](#) shows how Californians are saving together and shifting the way they think about and use water after four years of historic drought. The release comes on the heels of announcements by the state of a “severely dry 2015 water year” and new stats for reduced water consumption by Californians in August. Details on Water Year 2015 can be found here:

<http://www.water.ca.gov/news/newsreleases/2015/091415.pdf>

“Stepping Up” is part of *Save Our Water’s* “Fix It For Good” public education campaign focused on helping the public make permanent changes to save water by rethinking their yards, going water efficient with new toilets and fixtures and repairing leaks.

The [State Water Resources Control Board](#) reports that Californians reduced their water consumption by [nearly 27 percent](#) in the month of August, representing a savings of 63.3 billion gallons of water. August is the third month in a row that Californians have exceeded the mandatory statewide water use reduction target of 25 percent set by Governor Jerry Brown in April 2015. In August, 291 water agencies (72 percent) met or were within 1 percentage point of their conservation standard. Cumulative savings for the summer, despite hot and dry conditions, puts the state half-way to meeting its goal of 1.2 million acre-feet of water saved by February 2016.

“Stepping Up” is available in [English](#) and [Spanish](#) and is airing on both network television stations and streaming digital platforms. *Save Our Water’s* first television commercial, [“Helping Hands.”](#) which challenges Californians to face the drought together, started airing Labor Day weekend.

Save Our Water’s website is available in both [English](#) and [Spanish](#) and is filled with tips, tools, and inspiration to help every Californian find new and creative ways to conserve. From [tips on how to keep trees healthy](#) during the drought to an interactive section allowing users to visually explore how they can save water both inside and outside the home, *Save Our Water* provides Californians tools and tips to help everyone easily conserve at home and at work, every day.